

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
January 17, 2008**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Jose Malagon, Vice President	Hollywood Media Center
	Nathan Korman, Secretary	NBK, LLC
	Frank Stephan, Treasurer	The Clarett Group
	Lynda Bybee	Metro
	Michael Gargano	Argent Ventures and Millennium Partners
	Bill Hertz	Mann Theatres
	Hilary Royce	Church of Scientology International
	Alan Sieroty	Sieroty Company
	Ron Radachy	Oasis of Hollywood
	Tej Sundher	Hollywood Wax Museum
	Monica Yamada	CIM Group, Inc.
	John Tronson	Tronson Investment Group
	Captain Clay Farrell	LAPD- (Ex-officio Member)
	Tom Leaper	RBZ- (Ex-officio Member)
Directors Absent	Aziz Banayan	Algert Co., Inc.
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
	Thaddeus Smith	The Music Box Theater
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
	Steve Seyler	Andrews International
	Bill Farrar	Andrews International
	Mike Harkins	Andrews International

I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 4:13 P.M.

II. Public Comment

There was no public comment.

III. Approval of Minutes

It was moved by Jose Malagon, seconded by Tej Sundher and **CARRIED to approve the minutes from December 20, 2007 meeting.** [unanimous]

IV. Treasurer's Report

Kerry Morrison and Frank Stephan presented a draft of the 12/31/2007 year end statement. The final draft will be ready for the February meeting, as there are still invoices outstanding for 2007. Morrison and Stephan reported that the Hollywood Entertainment District's BID budget currently has a higher delinquency rate than expected. The increase in delinquencies could possibly be due to the continued disaggregation of condo parcels for both the Broadway and Equitable buildings. Stephan informed the board, that as Treasurer he will be heading up a newly formed Finance Committee consisting of fellow board members Chris Bonbright and Monica Yamada. In addition Stephan noted that the committee will be working with RBZ to plan and coordinate some issues for the new year.

It was moved by John Tronson, seconded by Jose Malagon and **CARRIED to approve the Treasurer's Report dated December 31, 2007.** [unanimous]

V. Committee/Activity Reports

A. Announcement of Committee Assignments: Chris Bonbright announced to those in attendance the individuals who have been assigned to the following committees for the 2008 year:

Security Committee:

John Tronson, Chair
Thaddeus Smith
Nathan Korman
David Bolour, At-large member
Michael Carsch, At-large member
Dan Chismire, At-large member

Streetscape Committee:

Thaddeus Smith, Chair
Aziz Banayan
Jose Malagon
Ron Radachy
Hilary Royce
Joel Fisher, At-large member
Ryan Harter, At-large member
Jeff Loeb, At-large member
Omar Rawi, At-large member
Michael Gargano, Advisory member
Kip Rudd, Advisory member

Finance Committee:
Frank Stephan
Monica Yamada
Chris Bonbright

Representative to CD 13 Street Closure Advisory Committee -
Tej Sundher

B. Marketing

1. Presentation of Updated Website: Katie Zandona presented to the board the newly updated Hollywood Entertainment District website. After months of preparation and renovation the newly-designed site features information about the BID and Hollywood Area. The site also serves as a hub for meeting agendas, dates and information on other community events.

2. NavigateHollywood.com Update: Kerry Morrison updated the board on the progress the HPOA staff has made in securing funding for the NavigateHollywood.com website. Currently the HPOA has secured \$11,000 in pledges for the site. Morrison explained that this was a great start, however, the staff would still need to secure another \$20,000 to be able to pay for the design and creation of the website. Morrison informed the board that she would prefer to wait till the February Board Meeting before asking the HPOA to put forward any gap funding to begin the site's design process. Morrison and the HPOA staff are still planning to contact other businesses that could make potential pledges to help contribute to the site.

C. Security Committee

1. LAPD Update: John Tronson informed the board that there was no Security Committee meeting this month due to the Holiday schedule. The committee is planning on reconvening at the end of January. Captain Clay Farrell presented to the board the LAPD's Crime Statistics for the "box" area which encompasses the Hollywood Entertainment District. Currently "major crime" in the area is down 10%. Captain Farrell informed the board that the BID and Andrews International Security have been great team players with the LAPD in their efforts to keep Hollywood safe.

2. Update on Get Love Feeding Program: Tronson updated the board that currently the Get Love feeding program has moved from their prior Ivar Avenue location to a new location north of the Boulevard at Vista Del Mar Street. Tronson informed the board that currently representatives of the program are still trying to find a permanent location in the Hollywood area to house the feeding program in the near future.

3. Mayor's Homeless Program Update: Tronson and others from the BID and the Hollywood community had recently attended a meeting at the Mayor's office to discuss the Mayor's plan to end homelessness. Tronson found the meeting informative and is looking forward to updating the board on the future progress the Mayor's committee will make in the

area of assisting the homeless.

4. PATH Press Conference: People Assisting the Homeless (PATH) will be having a press conference on February 15, 2008 to announce the official start of the H.E.R.O. (Hollywood Emergency Response Outreach) program. The program has been up and running for two months now, thanks to contributions from the three BIDs in the Hollywood area, and is expecting to secure additional funding from the CRA in the near future.

5. Andrews Update: Steve Seyler presented the end of the year report from Andrews International. Seyler shared with the board how the Andrews officers have been very successful in their first year patrolling the BID. The officers also placed several homeless individuals in shelters, while handing out almost 7,000 referrals in the two areas over the past year. In addition to this BID security officers and staff have been able to create great relationships with LAPD, the Council Office, PATH and other agencies in the community. Morrison and the board commended Steve Seyler, BID Patrol and Andrews International for all their hard work and continued efforts in the two BIDs.

6. Andrews Change Order to the 2008 Contract: Tronson reviewed with the board the change order to the Andrews International contract for 2008. The change order is predicated upon a budget which reflects a \$1,960,000 aggregated security budget, with patrol and supervision expenses divided 36% to the Sunset and Vine BID and 64% to the Hollywood Entertainment District. The contract would still allow Hollywood their normal 6:00 A.M. patrol car six days a week, and three footbeats patrolling the area on a weekly basis from 12:00 - 8:00 P.M. Monday-Saturdays, and from 10:00 A.M. - 6:00 P.M. on Sundays, subject to modification initiated by the Security Committee.

It was moved by John Tronson, seconded by Bill Hertz and **CARRIED to approve the change order to the 2008 Andrews International Contract.** [unanimous]

D. Streetscape Committee

1. Report from Pasadena Alley Field Trip: Recently members from the Streetscape Committee along with property owners in the BID, many of whom own properties adjacent to alleys, participated in a tour of Old Town Pasadena's Alleys. Those on the tour met with Robert Montano, Project Manager from Pasadena's Economic Development Office, along with other instrumental figures in Pasadena who are helping the area transform its alley districts. Board members Nathan Korman, Jose Malagon and Ron Radachy all reported to the board on their experiences on the tour and felt that Hollywood too had the potential to convert their alleys into successful pedestrian thoroughways like many of the alleys they saw on the tour. MacPherson also informed the board of the Urban Outfitter project, which would be utilizing the alley between Ivar Avenue and Cahuenga Boulevard south of Selma Avenue. The project would feature a Urban Outfitter store along with other retail spaces and a small parking lot. The plan is expected to be finished in October 2008.

2. Joint Meeting with SVBID Streetscape Committee: MacPherson updated the board on a recent Joint Streetscape Committee Meeting of both the H.E.D. and Sunset and

Vine BIDs. Staff, representatives from the city and from Viacom Decaux were at the meeting to discuss with the two committees the possible placement of street furniture within the two BIDs, including a Viacom public toilette. MacPherson reported that Helen Leung, representing CD13 expressed that the Council Office is in favor of placing a public toilette within the Hollywood Entertainment District. The committee will be taking a walking field trip of the Hollywood Entertainment District on February 15, 2008 to try and find potential locations where a public toilette could be installed.

VI. Old Business

A. BID Renewal Activities - Review of timetable for 2008

1. BID Renewal Status Report: Morrison updated the board on the current status of BID Renewal. Currently the BID Renewal Steering Committee will meet one last time this month before the MDP is sent to the city for review. Morrison informed the board, that if everything proceeds as planned the BID would begin its petition drive at the beginning of March.

2. Muni-Financial Scope of Work: Morrison also reviewed with the board the potential alley assessment which would not begin until 2010, with the Board's approval. The assessment would already be listed on those property owner's petitions who are currently adjacent to an alley. In order to make this possible, Morrison explained that the HPOA would have to pay an additional \$3,500 to Muni-Financial to have them correctly search, measure and determine which alleys in the district would be included in this assessment.

Morrison also alerted the Board that Muni-Financial was preparing a contract amendment to reflect an increase in the Scope of Work that was not anticipated at the time the contract was negotiated last May. Muni's position is that the \$17,000 they bid on the BID Renewal project was predicated upon a straight forward renewal, and, instead, the process had become more cumbersome given the expansion of the boundaries, the recalculation of the assessments and the addition of corners. Morrison had hoped to have a proposed revision available to review at the board meeting but had not received one yet.

In the meantime, the alley research represented a verifiable increase in the Scope of Work.

It was moved by John Tronson, seconded by Jose Malagon and **CARRIED to approve an additional expenditure of \$3,500 to Muni Financial for alley research within the Hollywood Entertainment District BID.** [unanimous]

VII. Report from Executive Director

A. Council District 13 Parking Task Force

1. CD13 Parking Task Force: Morrison informed the board that she has continued to attend the Council Office's Parking Task Force Meetings along with other various meetings for the office. Currently the Council office is considering initiating a RFP process to have one valet service for the entire district. Jose Malagon reported that the meetings have been a great experience for community stakeholders to come together with the council office

and work together to try and solve various problems in the area.

2. Taxi Meeting: Morrison informed the board that the "Hail a Cab" Committee meeting for this month has been postponed till February 7, 2008. Currently the committee is proposing having a 90 second window for taxis to stop and pick up pedestrians with the area.

B. Creation of Employee-Contribution 401(k) Plan and Section 125 Program: Recently Morrison had met with a representative from Pay Chex, the company which currently handles the HPOA's employees' payroll on behalf of RBZ, to discuss possibly instituting an employee 401 (k) and Section 125 plan. Morrison informed the board that there would be an initial start up cost with each program, (\$1,500 for the 401 (k) plan and \$1,195 for the Section 125 account). In addition to this each program would have a monthly cost of \$125 (401(k)) and \$110 (Section 125). The board recommended that the staff look into other plan providers before making a decision. Morrison informed the board that she would look at other companies and bring feedback to the board at their February Board Meeting.

VIII. Next Meeting

The next meeting is scheduled for Thursday, February 21, 2008 at 4:00 P.M. in Suite 200 of the Taft Building (1680 Vine St., Hollywood, CA.).

VIII. Adjournment

There being no further business the meeting was adjourned by Board President Chris Bonbright at 5:26 P.M.